EXPO X EVENT
Swiss LiveCom Association

SPONSORING

XAVER-Award 2026

About the XAVER

For over 24 years, the XAVER Award has set the standard in the Swiss event industry. Initiated by the EXPO EVENT Swiss LiveCom Association, we provide the boldest agencies, most innovative suppliers, and most visionary brands with a stage. At the same time, XAVER is a networking event: the industry's who's who comes together to connect, exchange ideas, and celebrate the sector's shining beacons.

Why do we do this?
Because outstanding achievements in live communication deserve the spotlight. We make success visible, celebrate radical creativity, and connect the pioneers of tomorrow. Our expert jury guarantees one thing: uncompromising quality.

Who are our participants and target groups?
The target audience includes decision-makers on both the client and contractor sides, as well as specialized experts from all supplier sectors. In addition, national and international media representatives, communication industry associations, students, and emerging talents from the LiveCom sector – and beyond – are part of our community.

Ready for the big stage? Discover our partner packages.

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IMPACT

The XAVER Award ceremony is the epicenter of networking and innovation. We position the LiveCom industry as a strong and influential force in business and politics.

At the XAVER Award, you benefit from:

* **The XAVER seal of quality:** The mark of excellence
* **Networking:** Targeted relationship building and expansion
* **Visibility:** Maximum external impact
* **Community:** Empowerment for the entire company

CUBE
BEARS
BOYS

Activations

Become part of the industry's highlight!

The **XAVER Award** is the epicenter of the LiveCom industry. This is where the key players meet the most innovative projects of the year. Use this unique platform to position your brand as a driving force and build valuable connections.

Whether as a **category sponsor**, **presenter** of exclusive program elements, or through **customized brand activations**: at XAVER, you can strategically place your company in the spotlight and benefit from maximum visibility.

Seize the opportunity – position your brand where the entire industry is watching!

Give your brand a boost

… with attractive, tailor-made sponsorship packages

* Category sponsorship during the show; e.g. Best Public XAVER – presented by XY.
* Jury Days: “The **Expertise** of XAVER – presented by XY.”
* Welcome Drink – presented by XY
* After-Show Bar: Networking at the XY Bar.
* Photo Spot: **“Golden Hour“** – high-end photobooth by XY.
* Stage Act: **“The Golden Show”** presented by XY.
* Lounge: **“The Lounge”** – exclusive networking at XAVER by XY.
* Food Station: Premium catering – “Indulged by XY.”
* Giveaway: **“XAVER Selection”** (e.g. premium snacks or gadgets) sponsored by XY.
* Follow-up: **“Golden Mail”** – thank-you card with elegant gold embossing in cooperation with XY.

Looking for inspiration ...?

Our Sponsorship Packages

Basic

I. **Cash-Sponsoring**

II. **In-Kind Contributions**

III. **Media Partnership**

Additional Sponsorship Opportunities

II. **Exclusive Sponsorship**

III. **Friends of XAVER**

Cash Sponsoring

Presenting Partner

MAXIMUM VISIBILITY
Logo placement on: website, social media, print materials (3 seconds in the sponsors' loop per CHF 1,000 of sponsorship), as well as on the winners' photo wall; mention during the show, including category presenting.

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
1 ticket to the award ceremony per CHF 1,000 of sponsorship.

CONTENT POWER
1–3 targeted features in the newsletter and on social media.

CUSTOM BRANDING
Customized activation via lounge presence or product integration.

from CHF 15,000

Business Partner

SUPER VISIBILITY
Logo placement on: website, social media, print materials (3 seconds in the sponsors' loop per CHF 1,000 of sponsorship), as well as on the winners' photo wall; mention during the show.

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
One ticket to the XAVER award ceremony per CHF 1,000 of sponsorship.

from CHF 5,000

Partner

VISIBILITY
Logo placement on: website, social media, print materials, and on event screens (3 seconds in the sponsors' loop per CHF 1,000 of sponsorship).

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
3 tickets to the XAVER Award ceremony.

up to CHF 4,999

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VERANSTALTUNGSTECHNIK
Nüssli
BERNEXPO

In-Kind Contributions - Platinum & Gold

PLATINUM Sponsor

PREMIUM VISIBILITY
Mention during the show. Prominent logo placement on: website, social media, print materials, event screens (15 seconds), and the winners' photo wall.

SIGNATURE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
15 tickets to the XAVER Award ceremony.

CUSTOM BRANDING
Customized activation via lounge presence or product integration.

EXCLUSIVE SPOTLIGHT
Individual acknowledgment after the event.

from CHF 50,000

GOLD Sponsor

SUPER VISIBILITY
Prominent logo placement on: website, social media, print materials, event screens (10 seconds), and the winners' photo wall.

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
10 tickets to the XAVER Award ceremony.

CUSTOM BRANDING
Customized activation via lounge presence or product integration.

EXCLUSIVE SPOTLIGHT
Individual acknowledgment after the event.

from CHF 25,000

In-Kind Contributions - Silver, Bronze & Supporter

SILVER Sponsor

VISIBILITY PLUS
Logo placement on: website, social media, print materials, and on event screens (8 seconds).

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
8 tickets to the XAVER Award ceremony.

CUSTOM BRANDING
Customized activation via lounge presence or product integration.

from CHF 15,000

BRONZE Sponsor

VISIBILITY
Logo placement on: website, social media, print materials, and on event screens (6 seconds).

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
6 tickets to the XAVER Award ceremony..

CUSTOM BRANDING
Customized activation via lounge presence or product integration.

from CHF 5,000

SUPPORTER

VISIBILITY
Logo placement on: website, social media, print materials, and on event screens (3 seconds).

EXCLUSIVE PRESENCE
Business profile (image & text) on the official XAVER website.

LIVE EXPERIENCE
3 tickets to the XAVER Award ceremony.

CUSTOM BRANDING
Customized activation via lounge presence or product integration.

UP TO CHF 4,999

Friends of XAVER

The *“Friends of XAVER”* club is an exclusive circle of individuals interested in LiveCom who are committed to promoting and supporting the XAVER Award, while also deepening their network within the industry. With a contribution of CHF 999, you benefit from the following advantages:

* Exclusive networking event with a supporting program and an elegant dinner prior to the XAVER Award
* 4 tickets to the XAVER Award ceremony
* Reserved seating at the award ceremony
* Name listed on the XAVER website under “Friends of XAVER”

LINDA
SCHOPPER

Media Partner

* Exclusive coverage on various topics (upon request)
* Exclusive interviews (upon request)
* Support from the organizing committee for media coverage
* 6-second logo presence on event screens
* 2 tickets to the XAVER Award ceremony

The Organizer

Swiss LiveCom Association EXPO EVENT (SLA) is more than an association – we are the link that holds the entire LiveCom industry together. As a central hub, we connect clients, influencers, and audiences into a strong ecosystem. Backed by more than **180 members**, we give over **5,500 professionals** a powerful voice. Become part of this network and benefit from exclusive advantages:

- Trends and industry insights
- Use of the association's logo
- Discounted job postings
- Company presentation on the association's channels
- Tools and certifications for sustainable practices

  For example in the field of sustainability; with certification according to the international ISO 20121 standard.
- Access to exclusive networking and industry events
- Special conditions for the XAVER Award
- Free expert lectures
- Political advocacy and representation of interests
- Discounts on congresses and seminars
- Reduced rates for training and development

EXPO EVENT
Swiss LiveCom Association

Contact

Do you have any questions or are you interested in a sponsorship?
I look forward to hearing from you.

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Thank you very much!